

## The Cannabis Chronicles, v.1

### A word from our author and about the cannabis chronicles

For those of you who haven't met me, I plan to use periodic cannabis chronicles to explore the issues that we need to solve together, hopefully in a playful and provocative (albeit not always insightful) voice that will help to build constructive dialogue. Please feel free to distribute to your communities. A word of caution. Your quotes can and will be used as a cannabis quote, so be careful what you say around me. Please do not assume that any question or perspective that I might raise reflects any position or judgement that I might have on the issue at hand, nor do the views expressed herein represent the position of Santa Cruz County. I am just asking questions and reflecting on the various decisions and dilemmas that we have to address together. In addition, it is quite possible that I might say something that upsets or offends at least some readers. If I do that, please accept my apologies and let me know so that I can improve.

### Cannabis Quotes:

"I don't know if I can trust you." Multiple stakeholders

"I feel better after meeting you." Multiple stakeholders

"Why are you smiling? You must not have been doing this very long." Multiple stakeholders

"I'm going to call you Potman and make you dance to the Batman theme song." Vivian

"I truly believe these two are the dynamic duo who can help us solve this issue." Susan Mauriello to the Board of Supervisors

### Inspiration of the Chronicle

The Potman and LadyBud super hero action figures that Susan Mauriello gave to Vivian and me as we start out on this new adventure together. Check out the photo. Rest assured they will be coming to every meeting. Couldn't think of a more auspicious offering than two super heroes to help us come together as a community and figure this out. Thank you Susan!!!

### Lyric of the Chronicle

"You don't know how it feels to be me." Tom Petty,  
You Don't Know How It Feels.

<http://www.youtube.com/watch?v=9TIBTPITo1I> -  
Video Tube for YouTube - iPhone/iPad

We live in an amazing place, one of the most dynamic and diverse ecosystems on the planet. And we all have such high (no pun intended) aspirations for getting it right here in Santa Cruz, for living and loving in a way that affirms and resonates with our best selves, values, and environment. At the same time, I've heard it said that we don't always do a very good job at communicating with each other in solving our common challenges. Someone once remarked that everyone in Santa Cruz thinks they are right and they don't talk to each other.



"You don't know how it feels to be me" felt like an appropriate lyric of the update, since it will be essential for all of us to build trust, mutuality, and empathy with each other if we are going to be

successful. This is a complex policy challenge, and many of our longstanding communication channels seem to have broken down, with distrust and fear being common emotions for just about every stakeholder I've met with. What about trying to visualize yourself in each of your neighbor's shoes and walk around a bit to see how they feel?

What does it say about us that we have neighbors who fear for their lives? Or that we have neighbors who feel like they may need to move after building a community for 30 years because of an influx of outsiders who have no connection to our community and don't share our values? Or that we have people who have been growing medical cannabis in Santa Cruz for years as responsible members of our community but who are now afraid that the government will create new policy that wipes out their livelihoods? Or that we have new entrepreneurs who want to create the next generation of social enterprise consistent with Santa Cruz values and build legal, legitimate medical cannabis businesses, brands, and jobs here in Santa Cruz? Or that greed, irresponsible absentee landlords, and bad actors trigger complaints to which our law enforcement and regulators must respond?

I find it helpful to remember that the medical cannabis system, such as it is, is a creature of government policy, with little to no meaningful regulation. So a market emerged around that, with good actors and bad actors. It's a very funky legal and policy situation, with an underground culture and economy that has developed in a quasi-legal and illegal manner. What are the carrots and sticks we can use to bring the good parts of our cannabis policy and market forward into a compliance model and culture, with shared values, norms, and civil dispute resolution process, while working together as a community to get rid of the bad actors? Put another way, how do we know which medical cannabis cultivators haven't been bothering anyone and have been good community members, when we know that we have neighbors who are afraid to speak out? To be playful, how do we cultivate medical cannabis without our community going to pot?

We are going to start by focusing on Santa Cruz values and brand. No one wants cannabis that was grown in a way that harms the environment or destroys communities. Then we will work together to get a full understanding of all the issues we need to consider, such as regulatory models that could apply to cannabis, before coming to a consensus based agreement, all by the end of the year. It's an aggressive but achievable goal. We will just have to see how it goes and try to have fun while solving a complex problem together.

For our first meeting, the C4 will explore our values and what makes living in Santa Cruz special. What are the values that support how you want to live in Santa Cruz? How would you describe the Santa Cruz brand? What story do you want to be able to tell your grandchildren about the kind of community you are going to hand off to them? What adjectives would you use to describe Santa Cruz? We won't get to this next week, but how does a medical cannabis system fit in a post legalization retail world, assuming California goes legal. Do we need two systems? What do we want the medical cannabis system to look like in 5-10 years? What do we need to do now to prepare for that? It's good to start with the end in mind and envision what we want to create together.

Well, that's all for now. I'm sure I will have more musings after our meeting next week. See you all next week, or until the next update. Have a safe and happy Labor Day holiday!